



Lloyds Banking Group, Connells Group & LMS partner to launch fully digital homebuyer service

- A fully digital homebuying journey across England & Wales
- Removes duplication, speeds up the process, cuts chain collapses and reduces customer stress

Lloyds Banking Group, the UK's biggest mortgage lender, Connells Group, the UK's leading estate agency and LMS, the UK's leading provider of conveyancing, are partnering to launch a fully digital homebuying service today, set to reshape the way homes are bought and sold across England and Wales.

It is widely recognised that the current homebuying process is slow, fragmented and repetitive with an average time to completion of five months. The digital homebuyer service has been developed to eliminate the points of frustration and cut weeks of waiting and uncertainty from the process.

The partnership marks the first phase of a revolutionary national network of agents, lenders, conveyancers and surveyors, that will deliver a live end-to-end digitally enabled home sale and purchase journey that changes the sequence and timing of key steps in the property transaction.

What problems is the digital homebuying service designed to solve?

The current homebuying process is well known for creating unnecessary friction through multiple steps, duplicated checks and long wait times - the majority of the 1.2m yearly homebuyers say buying a home is the most stressful experience (see Editor's Notes). On average it takes over 5 months to complete a purchase (hoa.org.uk) and around one in four transactions collapse during the process (gov.uk).

Issues customers commonly raise about the homebuying process include:

- Being asked to provide the same information multiple times to different parties,
- Late discovery of issues (searches, title, source of funds) that cause delays or the transaction to fall-through,
- Long periods of uncertainty with poor communication and transparency on progress, and
- Manual paper-based or email-driven processes that increase stress and require rework.

The digital homebuying service aims to tackle these issues by moving critical checks and information earlier in the process and sharing them digitally between relevant parties using LMS's National Property Transaction Network (NPTN), a shared data-exchange platform.

How will the digital homebuying service improve the experience for customers?

The service is built to eliminate the points of frustration and failure that make moving home stressful and cut weeks of waiting and uncertainty from the process. Compared to today's journey, customers should benefit from a slicker, quicker, clearer, simpler process:

- Sellers will become "digital sale ready" earlier, with property, ID and material information captured up front by Moverly.
- Source of funds checks by Armalytix, made earlier in the process – confirming buyers' ability to buy sooner – the foundations of the transaction.
- Fewer steps to complete, for example, ID verification required once, removing repetitive requests for them later.
- Searches provided with the property listing - minimising late surprises.
- Conveyancer has access to key information (ID, searches, source of funds), reducing paperwork and speeding up conveyancing.
- Customers get a smoother journey between parties, fewer questions, less chasing and less worry.

What does the digital homebuying service involve?

The service runs on residential sale and purchase transactions within England and Wales, involving Connells branches, LMS-panel conveyancers, and Lloyds Banking Group as the lender.

Using LMS's NPTN, property, identity, and financial information can be captured once and then reused by all parties involved in the transaction, the service brings together estate agents, brokers, conveyancers, and lenders earlier in the process. The network is already operational and built on agreed standards aligned to the Property Data Trust Framework (PDTF), enabling adoption at scale.

The service is supported by Moverly, Novus Strategy, Credas, TM Group and Armalytix, the market-leading financial intelligence provider, and aims to replace fragmented, siloed information sharing with a live, secure network that allows trusted data to move easily but securely across the transaction.

Housing Secretary, Steve Reed said:

"Too many people who have bought or sold a home will know this feeling all too well - months of waiting, chasing and worrying, with sales liable to fall through at any moment. It can quickly become a living nightmare.

"It doesn't need to be this difficult and that is why we have set out bold proposals to shakeup the home buying and selling process.

"I'm pleased to see Lloyds Banking Group, Connells Group and LMS showing what's possible by getting the right information to the right people earlier, cutting the delays and uncertainty that make moving home so stressful."



Andrew Asaam, Homes Director, Lloyds Banking Group, said:

“We are excited to be launching the first end-to-end digital homebuying service with our partners Connells and LMS. The process of buying or selling your home is too stressful, too slow, too laborious, and often collapses through no fault of your own. With this new digital service, we aim to cut the stress, increase the speed, reduce the workload for customers and limit the number of transactions that fall through. This could change the way we buy and sell homes.”

Chris Rosindale, Chief Operating Officer at Connells Group, said:

“Society needs a faster, more reliable, fully digitised housing transaction system that increases certainty, reduces fall-throughs and supports housing mobility. We believe in reform that makes the system faster, more transparent and more reliable and are excited to be part of transformation in the sector.”

Nick Chadbourne, CEO at LMS, said:

“The industry has spent years diagnosing the problem. NPTN is infrastructure that delivers the solution. This initiative signals a serious move away from siloed processes and toward genuine market-wide reform.”

Editors' Notes

Stressful experiences: [Moving house 'comes above childbirth' as most stressful life experiences ranked | The Independent](#)

About Lloyds Banking Group

With 28 million customers, we're proud to be the UK's biggest digital bank. Our services span retail and commercial banking, insurance and long-term savings, delivered through trusted brands including Lloyds, Halifax, Bank of Scotland and Scottish Widows. Our purpose is Helping Britain Prosper. For more than 320 years, we've served households and businesses across the UK. Today, we're transforming how we do that. We've invested more than £4bn in our digital transformation, and we're just getting started. That means building smarter, more resilient tech, expanding our use of AI, and creating seamless experiences for a digital-first Britain.

About Connells Group

Connells Group is the UK's leading property services and estate agency group, founded in 1936 and comprising over 1,200 branches nationwide. The Group has a comprehensive range of B2C and B2B services including estate agency, lettings, new homes, mortgage services, conveyancing, EPCs, surveying, corporate lettings, research consultancy, PRS, Build to Rent, asset management, land & planning, LPA receivers, commercial real estate, auctions and wills. With 10% market share in the UK property market, Connells Group's estate agency business trades under 80+ well-known local names including Abbots, Bairstow Eves, Barnard Marcus, Fox & Sons, Gascoigne Halman, Hamptons, John D Wood & Co., Peter Alan, Rook Matthews Sayer, Slater Hogg & Howison, Sharman Quinney, Taylors and William H Brown.

Media contacts: Ralph.charlton@connellsgroup.co.uk 07793041987 or press.office@connellsgroup.co.uk

LMS (Legal Marketing Services)

LMS (Legal Marketing Services) is the UK's leading provider of conveyancing services. What started as a simple goal to bridge the gap between lenders and law firms, LMS's service has evolved into a fully digitised and connected ecosystem, enabling a slick, secure, and seamless conveyancing journey for all parties. The company's best-in-class singular platform, which offers a range of solutions to cover the entire conveyancing market, successfully manages around 450,000 transactions each year, helping to enable c. £70 billion in loans for intermediaries and lenders. With its forward-thinking approach and innovative tech, LMS has transformed how lenders, law firms, intermediaries, estate agents, and buyers collaborate, helping to set the standards in the conveyancing sector. To find out more about LMS, visit www.lms.com. **Media contact:** Amy Lynch, Head of Marketing at LMS, E: marketing@lms.com

Armalytix

Armalytix is a multi-award-winning intelligence firm giving market-leading property professionals precision client information to make the right ID, KYC, AML and source of funds decisions, fast. Trusted by mortgage lenders, brokers, conveyancers, estate agents and home movers, our applications are used by the most important actors in the property market. **Press contact:** armalytix@thinkinghatpr.com